

# PHILIP MORRIS

INTERNATIONAL  
100 PARK AVENUE, NEW YORK, N.Y. 10017

ROBERT H. BOCKMAN  
DIRECTOR OF PUBLIC AFFAIRS

July 31, 1980

Mr. Donald K. Hoel  
Shook, Hardy & Bacon  
Twentieth Floor  
Mercantile Bank Tower  
1101 Walnut  
Kansas City, Missouri 60601

Dear Don:

Attached is a copy of a proposed Smoking & Health Kit to be introduced at the Philip Morris International Corporate Affairs Conference in Miami November 18.

We are asking your assistance in the preparation of this kit, designed for our general managers throughout the world. Our first focus is on those in the Latin America/Iberia region. You will see by the outline that the kit is divided into three separate sections: 1) smoking & health, 2) social issues, and 3) the international tobacco industry.

The principle of the kit, as we have previously discussed, is to encapsulate the issue under discussion in a limited space. Of course, coverage of the issue must be fair and thorough; that requirement should be met by pages following the original encapsulation page.

We would like to proceed in the following manner:

- . We would appreciate your developing the smoking & health materials in as short a time as possible.
- . We will then take those summaries you have prepared and put them in a style

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Mr. Donald Hoel  
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that conforms to our format.

- . We will than send those pages back to you to ensure that we have covered the issue in an appropriate, fair and legal means.
- . We have contracted with a writer here in New York to start the writing of sections 2 & 3 of the kit.

As this work progresses, we will send the proposed copy to you for your review and clearance. We will then review those pages for style and content. After the kit is finished we plan to send it to you one more time for review following the Philip Morris clearance procedure.

We have discussed the format of this book with LeAnn Zimmerman of your office and we will be in touch to make sure that we are all working most efficiently toward the same ends.

Sincerely,

Bob

RHB/mm

cc: Ms. Mary W. Covington  
Messrs. James C. Bowling  
  
Matthew Winokur.

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